

Child Abuse Prevention Month 2022

HOW YOU CAN HELP!

WEAR BLUE DAY: We will be kicking off CAP Month _____ with Wear Blue Day. The day will begin with a Facebook Live at approximately _____ which you can watch, like, comment and share. Next, join us by wearing your favorite blue apparel and sharing a picture on social media using #_____. We would love you to include your children or grandchildren if you can!

SOCIAL MEDIA: (Your organization's name) will be posting valuable information from our social media pages all month and sharing these is the easiest way to raise awareness. Be sure to tell your online friends about this work and why prevention is so important—just like, comment and share!

CREATE A SHORT VIDEO: Consider filming a short video or two for CAP Month. Get Board members and other to participate and have them contact _____ as soon as possible. This may sound intimidating, but it is easier than it sounds, and we are here to help you in any way we can. We will use these videos throughout the month and highlight the proclamation reading on April 26th which is our Child Abuse Prevention Awareness Day!

SPREAD THE WORD: You all have valuable networks and connections that could benefit CTF's awareness efforts in a huge way. Yes, social media is the most popular way to communicate, but it never hurts to try the old-fashioned methods of phone calls, snail mail, and word of mouth. You are doing valuable work on behalf of children in Michigan—let's get excited about that work and share that passion with your family, friends, coworkers...you got the idea!

HAVE QUESTIONS OR OTHER IDEAS? Let us know! Taylor can be reached at williamst41@michigan.gov. For video questions, reach out to Emily at jaszewskie@michigan.gov.

We appreciate your willingness to make a difference this April!